COVENANT UNIVERSITY NIGERIA

TUTORIAL KIT
OMEGA SEMESTER

PROGRAMME: MASS COMMUNICATION

COURSE: MAC 220

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MAC 220: EDITING AND GRAPHICS OF COMMUNICATION

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1.   **What is raw data?**

2.   **What is social research?**

3.   **What do you understand by data presentation?**

4.   **Explain the meaning of analysis?**

5.   **Discuss the meaning of data interpretation.**

6.   **What do you understand by the universe of study?**

7.   **What is sampling?**

8.   **What is proportionate sampling?**

9.   **Why must a researcher adopt proportionate sampling?**

10. **Discuss the sampling frame**

11. How can a researcher make inferences or drawing conclusions?

12. What is a probability/purposive sampling?

13. Describe what a sampling interval is.

14. What is randomization?

15. Discuss participant and non-participant observation.

16. What is the major advantage of an experimental research?

17. What is the major drawback of an experimental research?

18. Explain three advantages of survey research?

19. Explain the meaning of the questionnaire.

20. What do you understand by "sampling technique?"

ANSWERS

1. This is information that that were gathered from the field. It has not been processed or organized for further manipulation. Neither is it interpreted. On the surface, it appear meaningless.

2. This is research that seeks to identify and solve social problems. He aim is to find solution to issues of societal interest.

3. This is how information is presented to ease understanding and for the reader to be able to draw meaningful conclusions from it. Data can be presented as tables, graphs, texts etc.

4. This is a careful examination of data in order to understand it better. Quantitative analysis make use of numerical and statistical analyses. Qualitative analysis makes use of description. From the analysis, a judgement or decision can be made.

5. Data interpretation explains or makes readers to understand the relationship or relationships between an event or some pieces of information. Data can be understood or explained in different ways.

6. The universe is the totality of all the units in a theoretically defined population. Neither history nor geography has any bearing on the universe. Example: The universe for a study on students are all the students wherever they are located in the world.

7. This is the procedure of selecting or rejecting some elements or subjects from the population of what is to be observed. The elements for sampling must have some characteristics representative of the whole population. Sampling is the process of selecting the units for observations.

8. The relative sizes of the different parts or clusters that constitute the population of a study are sampled. Each cluster or stratum is relatively sampled in relation to its number. This means that the elements sampled from each stratum is proportionate or relative to that stratum's size of the total population. Each stratum is considered for example in size, position or amount.

9. It is used to ensure equal representation from the different clusters. It allows the research to sample from all the clusters. The smaller clusters contribute smaller number of respondents. The larger clusters have larger number of respondents. Without proportionate sampling, some smaller clusters may not even be sampled.

10. This is a complete and exhaustive list from which elements for the study are drawn. The elements or respondents for the study are drawn. Barbie (1986:154) writes that the sampling frame is the list or quasi list of elements from which a probability sample is selected. It may be the telephone directory, census figures, voters register, club membership list etc.